

# GOODVISION USA

STRATEGIC PLAN  
2025-2028

Good Vision 

EXPANDING ACCESS,  
TRANSFORMING LIVES

# The Challenge

Eyeglasses have existed for more than seven centuries, yet at least 1 billion people who need a pair cannot get one. The reason is not the glasses. It is that the local capacity doesn't exist to provide them. The US has roughly one vision care provider for every 2,500 people. In many of the communities where GoodVision works, the ratio is closer to one for every million. Across much of the world, there is a vision care desert, with the nearest provider often more than a hundred miles away, if one exists at all. Conventional vision care relies on complex power grids, supply chains, and clinics that these places do not have, so even donated glasses arrive with no one to test, fit, or repair them. Uncorrected vision is the leading cause of impairment worldwide and one of the costliest, at an estimated \$411 billion in lost productivity each year.



GoodVision USA is the American engine behind one of global health's most cost-effective interventions. We are the US partner of GoodVision International, a network correcting vision since 2012 across 11 countries. We do not ship glasses into places that have no eye care. We build the local system that was never there. A hand-powered machine turns spring steel into a finished pair of glasses for under a dollar in materials, with no electricity and no import chain. We train local people to screen, fit, and manufacture, so every program becomes a sustainable local enterprise.

# How We Work

Our model is built to last. GoodVision founder Martin Aufmuth designed a hand-powered machine that turns spring steel wire into durable eyeglass frames for under a dollar. GoodVision Technicians, trained locally, run the eye screenings and fit each pair. Frame manufacturers, also trained locally, build the glasses on the machine. Every program creates paying jobs and stays under local leadership.

GoodVision builds vision care where none existed. The payoff is among the highest in global health: a single pair of glasses can restore a person's full earning power for years, which is why every dollar invested returns an estimated \$28 to the local economy. Correcting a worker's sight raises output. Correcting a child's sight raises learning, and the income that follows it. The fix is permanent so the benefit compounds over a lifetime.



# Our Track Record

Fourteen years in, the model is proven at scale. Our work earned the NOW Optical Achievement Award at Vision Expo. Board President Blair Wong was named the 2025 International Optician of the Year, the first American and individual who experiences blindness to receive the honor. Our training is now the government-recognized national standard in Burkina Faso, and in Brazil we are built into São Paulo's municipal system, serving 420,000 children in its public schools.



**1,000,000+** pairs of glasses delivered



**2,950,000+** free eye screenings



**575+** permanent local jobs created

**\$28**

**\$28** returned for every \$1 invested



**11** program countries, plus 2 pilot projects

**\$1**

**About \$1** in materials per pair



# Where We Are Headed & Our Priorities for 2025-2028

By 2028, GoodVision USA aims to be the leading US voice for global vision access, helping the GoodVision network reach more than 1,000,000 people a year with quality vision care. We raise the profile of the crisis and the model that solves it. We share what works across the sector and build the funding and partnerships that carry a proven solution toward global scale.

Three priorities guide our work over the next three years: **Become the recognized US voice for vision access, build funding that lasts, and build the organization to scale**



# 1. Become the recognized US voice for vision access



**Goal:** Build national awareness of the vision crisis and of the model that solves it, while strengthening programs on the ground.

- Recognized as a leading vision-care organization in national forums by 2028
- Monthly connection with every program-country team, with beneficiary stories shaping our work
- A measurable rise in partnership inquiries as awareness grows

## 2. Build funding that lasts

**Goal:** Grow a diversified, durable funding base that reaches \$1 million in annual revenue by 2028, roughly doubling our capacity to help.

- A major-donor program with personal cultivation and quarterly impact reporting
- The GoodVision Alliance, our optical-industry program, where practices contribute \$1 per eyewear purchase
- Corporate partnerships that turn vision access into visible global-health impact
- Foundation grants aligned with priorities in health and economic development



## 3. Build the organization to scale



**Goal:** Put in place the governance, systems, and team to deliver consistently and grow responsibly.

- Expand the board to 10 members, adding strength in marketing, partnerships, and program-country representation
- Grow a skilled volunteer corps through the GoodVision Ambassador Program
- Bring program-country voices into every major decision

# A Sustainable Financial Base

We are growing from roughly half a million dollars in annual revenue toward \$1 million by 2028. Our plan spreads that support across four channels so no single source carries more than 40 percent of the budget: individual and major donors, the GoodVision Alliance, corporate partnerships, and foundation grants. Discipline matches ambition. Every dollar is tracked against outcomes. The board reviews finances every other month, with an annual external audit and a six-month operating reserve. The model delivers a person their sight for as little as thirty dollars and returns an estimated \$28 to the local economy for every dollar invested. Few places in philanthropy offer that ratio.



# Leadership and Governance

GoodVision USA is led by Executive Director Matt Gianino and governed by a board that pairs deep optical-industry experience with skills in finance, marketing, and international development. Board President Blair Wong is the 2025 International Optician of the Year. Board member Dibby Bartlett brings more than four decades in the optical industry and has twice been named one of Vision Monday's Most Influential Women. We work within GoodVision International, the global network founded by Martin Aufmuth, with programs on three continents. Our role reaches beyond funding those programs. We raise awareness of the crisis and share the resources and best practices that strengthen the wider sector. And we build the bridges of partnership and capital that move the whole solution toward scale.



# Why GoodVision and How to Help

Many global problems are short on sustainable solutions. Vision care is short on reach. The fix is proven and permanent, and it pays for itself many times over. What stands between this model and the next million people is capital, and the partners willing to commit to it. A gift to GoodVision USA does not fund a handout. It funds the local enterprises and trained workforces that keep serving a community for years after the first pair of glasses. We are looking for donors, companies, and foundations who want to back a solution that already works, and help us carry it to scale.

## WHERE YOUR GIFT GOES

- \$30 brings clear sight to one person, covering the screening and the local team that makes and fits the glasses
- \$100 provides cataract surgery, including post-op care
- \$500 funds a full day of community-wide screenings and care
- \$1,000 provides 12 months of training for a local vision care professional

Larger gifts and partnerships build the systems that help scale access to vision care.

## BUILD THE SYSTEM WITH US

Donate at  
[goodvisionusa.org/give](https://goodvisionusa.org/give)  
or scan to reach  
our donation page.





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*Adopted by the GoodVision USA Board of Directors, September 2025*